

Message Text

UNCLASSIFIED

PAGE 01 QUITO 05005 152243Z

67

ACTION ARA-10

INFO OCT-01 EB-07 ISO-00 CU-04 /022 W

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R 152112Z JUL 76

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 839

USDOC WASHDC

USIA WASHDC

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 5005

FOR WASHINGTON COMMERCIAL ACTION GROUP (WCAG)

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: FY 1976 CCP: END-OF-FOURTH-QUARTER REPORT

REFS: (A) QUITO 2784 (B) QUITO 2591 (C) QUITO 495

(D) QUITO 1315

1. THE FOLLOWING REVIEW IS BASED ON THE FY 1976 CCP AS REVISED IN REF B. THE REVIEW HAS BEEN DISCUSSED AND CLEARED BY THE CCAG IN ITS QUARTERLY MEETING HELD JULY 15.

2. ALL SIGNIFICANT REQUIRED ACTIONS HAVE BEEN CARRIED OUT WITH THE FOLLOWING EXCEPTIONS:

A. AGRIBUSINESS (CAMPAIGN 4), ACTION 10: A GREAT DEAL OF DIFFICULTY HAS BEEN EXPERIENCED IN LOCATING A SUITABLE TRADE SHOW WITHIN THE TIME FRAME OF THE 1976 CCP; WE ARE NOW CONSIDERING THE WORLD DAIRY EXPO FOR PROMOTION.

B. FISHING COMPLEX DEVELOPMENT (CAMPAIGN 5), ACTION 8: VISITS TO MANTA AND POSORJA WERE NOT MADE; THE NEWLY-ARRIVED COMMERCIAL OFFICER IN GUAYAQUIL WILL ENDEAVOR TO VISIT AS SOON AS POSSIBLE.

C. ENERGY SYSTEMS (CAMPAIGN 7), ACTION 8: THE LISTING OF POTENTIAL AGENT-DISTRIBUTORS HAS BEEN RESCHEDULED FOR THE FIRST-QUARTER OF THE FY 1977 CCP, SO UNCLASSIFIED

UNCLASSIFIED

PAGE 02 QUITO 05005 152243Z

THAT IT CAN BE CARRIED OUT BY THE NEWLY-REVITALIZED MARKET

ANALYSIS UNIT.

3. IN ADDITION, BECAUSE WE HAVE NOT RECEIVED REQUIRED INFORMATION FROM WASHINGTON, WE WERE UNABLE TO COMPLETE THE FOLLOWING ACTIONS: AGRIBUSINESS (CAMPAIGN 4), ACTION 9; PETROCHEMICALS (CAMPAIGN 6), ACTION; AND ENERGY SYSTEMS (CAMPAIGN 7), ACTION 10 (REFS C AND D).

4. FOLLOWING ARE DATA ON MISSION'S OUTPUT OF VARIOUS KINDS OF COMMERCIAL REPORTS DURING THE YEAR, COMPARED WITH THE PREVIOUS YEAR. WE ARE PARTICULARLY GRATIFIED TO NOTE THE SHARP UPTURN IN THE EMBASSY'S REPORTING OF PRIVATE TRADE OPPORTUNITIES, AN UPTURN ACCOMPLISHED IN THE FACE OF A DOWNTURN IN ECUADOR'S IMPORTS AFTER IMPORT CONTROLS WERE IMPOSED IN AUGUST/SEPTEMBER 1975. THE CONGEN'S OUTPUT OF PTO'S WAS SEVERELY RESTRAINED BY THE WORKLOAD INVOLVED IN MOUNTING PARTICIPATION IN THE SEPTEMBER/OCTOBER 1975 GUAYAQUIL FAIR. THERE WERE ALSO IMPRESSIVE INCREASES IN OTHER NON-REACTIVE REPORTING (AS DISTINCT FROM REPORTS THAT MERELY REACT TO LOCAL EVENTS, SUCH AS FGT'S, OR TO WASHINGTON REQUESTS, SUCH AS ADS'S AND WTDRJNNS). THE LARGE INCREASE IN REPORTING ON MAJOR PROJECTS (AS WELL AS ON PTO'S) DEFINITELY REFLECTS OUR EFFORTS TO COVER MORE GROUND, RATHER THAN AN INCREASE IN THE NUMBER OF REPORT-WORTHY PROJECTS.

JULY-JUNE
FY 1975 FY 1976

PRIVATE TRADE OPPORTUNITIES	N149	175
(EMB)	(75)	(113)
(CONGEN) 8	((4)	(64)

FOREIGN GOVERNMENT TENDERS	88	61
(EMB)	(56)	(41)
(CONGEN)	(32)	(20)

ADS	60	74
(EMB)	(35)	(52)
(CONGEN)	(25)	(22)

UNCLASSIFIED

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PAGE 03 QUITO 05005 152243Z

WTDR	257	254
(EMB)	(116)	(125)
(CONGEN)	(141	
##7	(129)	

LICENSING OPPORTUNITIES/ JOINT VENTURES	5	24
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(EMB)	(2)	(17)
(CONGEN)	(3)	(7)

MARKET STUDIES	4	3
(EMB)	(2)	(2)
(CONGEN)	(2)	(1)

MAJOR PROJECTS REPORTED	18	35
(EMB)	(18)	(35)
(CONGEN)	(-)	(-)

HIBITS/SEMINARS	2	5
(EMB)	(1)	: (4)
(CONGEN)	(1)	(1)

BLOOMFIELD

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NNN

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